

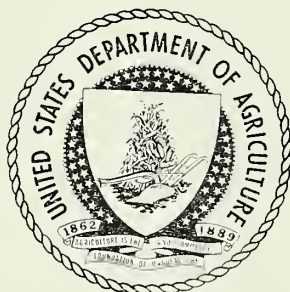
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SEEING IS BELIEVING

How to Conduct Convincing Result Demonstrations



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Federal Extension Service

U. S. Department of Agriculture

This booklet is for you--the village worker, county agent, or extension worker in farming or homemaking--wherever you may be. In these pages you'll find many ideas to help you carry out the best possible result demonstrations.

Extension workers around the world have found that the result demonstration is a convincing teaching method. Many people improve their living conditions after seeing a result demonstration.

This booklet is based on the experiences of extension workers, like yourself, in many countries.

Most of the photographs used in this publication were furnished by the International Cooperation Administration.

COVER PICTURE. Here is convincing proof that fertilizer increases rice yields. These two piles were harvested from demonstration plots of the same size. The larger pile came from the fertilized plot.

Philippines.

SEEING IS BELIEVING

How to Conduct Convincing Result Demonstrations

Helen Strow and Amy Cowing
Division of Extension Research and Training

A result demonstration . . .

proves the advantages of an improved farming or homemaking practice.

shows the advantages of applying scientific methods to everyday situations: brings research results to farm and home.

dramatizes: arouses interest by dis-

playing old and new practices side by side; uses growing crops and livestock and everyday things in homemaking as well as farming.

convinces: compares new and proved practice with the old; people can see for themselves which is better.



Fig. 1. What is the best time to apply nitrogen fertilizer to rice? These plots give the answer: The taller plants in the background grew best. The date when they were fertilized is the best date. Thailand.

A result demonstration is effective because it . . .

builds confidence in (1) scientific facts and (2) extension worker who teaches them.

localizes research: demonstrator is convinced and persuades neighbors that it pays to adopt a recommended practice by demonstrating proof. People are more readily convinced when one of their own community conducts demonstration -- a local farmer or home-maker, or a local 4-H boy or girl. Extension workers find it best to cooperate with a local person who conducts demonstration under their supervision, rather than carry out demonstration themselves.



Fig. 2. This woman owns the first smokeless stove in her village. By holding the result demonstration in her home, she gains confidence in her extension workers and the scientific facts they teach. Panama.



Fig. 3. When neighbors carry out a result demonstration, people feel "If he can do it, so can I." Extension workers encourage this feeling when they select farmers to conduct demonstrations. This farmer is planting improved seed. Bolivia.

appeals to the eye: visually speaks to people in a language everyone can understand. Good way to reach person who is hard to convince: seeing is believing.

develops local leadership: gives local

people opportunity to assume leadership responsibilities.

strengthens extension teaching: extension workers can use demonstration results in meetings, talks, news items, posters, charts, and exhibits.

A result demonstration is successful when people can . . .

see

believe

understand

use results



Fig. 4. This demonstration on care of coffee seedlings will be successful because people can see, understand, believe, and use results.

Liberia.

How extension worker guides demonstrator in carrying out a successful result demonstration . . .

What to do and how to do it -

PLAN demonstration

Determine - need for demonstration
- what to prove and accomplish

Consult with co-workers.

Outline complete plan of activities and records to be kept.

Locate sources of materials.

SELECT Demonstrator

Consult with local leaders; discuss subject at meetings to pick likely prospects.

Visit prospective demonstrators and decide on suitability of their facilities for demonstration. Try to select a demonstrator who is cooperative and reliable and who lives where many people can see demonstration.

Ask demonstrator to agree to . . . keep records of activities, costs, and results;

let visitors observe demonstration as it develops;

permit publicity of events.

SUPERVISE demonstration

Help demonstrator.

Outline plan of action.

Get demonstration underway.

Follow the plan.

Identify site with an appropriate marker.

Publicize progress in all available news outlets.

Summarize records to establish proof.

USE results

Hold public meetings at demonstration site so others can see results.

Encourage demonstrator to show neighbors and friends; answer questions.

Talk about results to individuals and groups.

Write about results in newspapers, magazines, circular letters and leaflets.

Publicize results through posters, charts, and exhibits.

Use results to reinforce other extension methods.



Fig. 5. SELECT DEMONSTRATOR. Visit several cooperative, reliable farmers before selecting one. Help him plan demonstration. Explain the importance of keeping records and letting neighbors see demonstration as it develops.

El Salvador.



Fig. 6. SUPERVISE DEMONSTRATION. Help local woman get washing machine demonstration underway.

Korea.



Fig. 7. SUPERVISE DEMONSTRATION. Big sign tells everyone of demonstration so they may see results too. Philippines.



Fig. 8. USE RESULTS. Public meeting at site helps agent convince local people of importance of pruning trees. Results will give further proof. Iran.



Fig. 9. USE RESULTS. Visual aids help agent tell the story of a result demonstration. Pakistan.

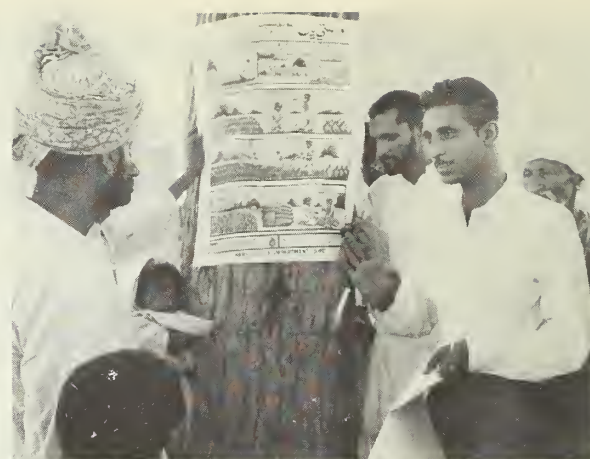


Fig. 10. USE RESULTS. Worker tells others findings of result demonstrations through use of colored posters. Pakistan.

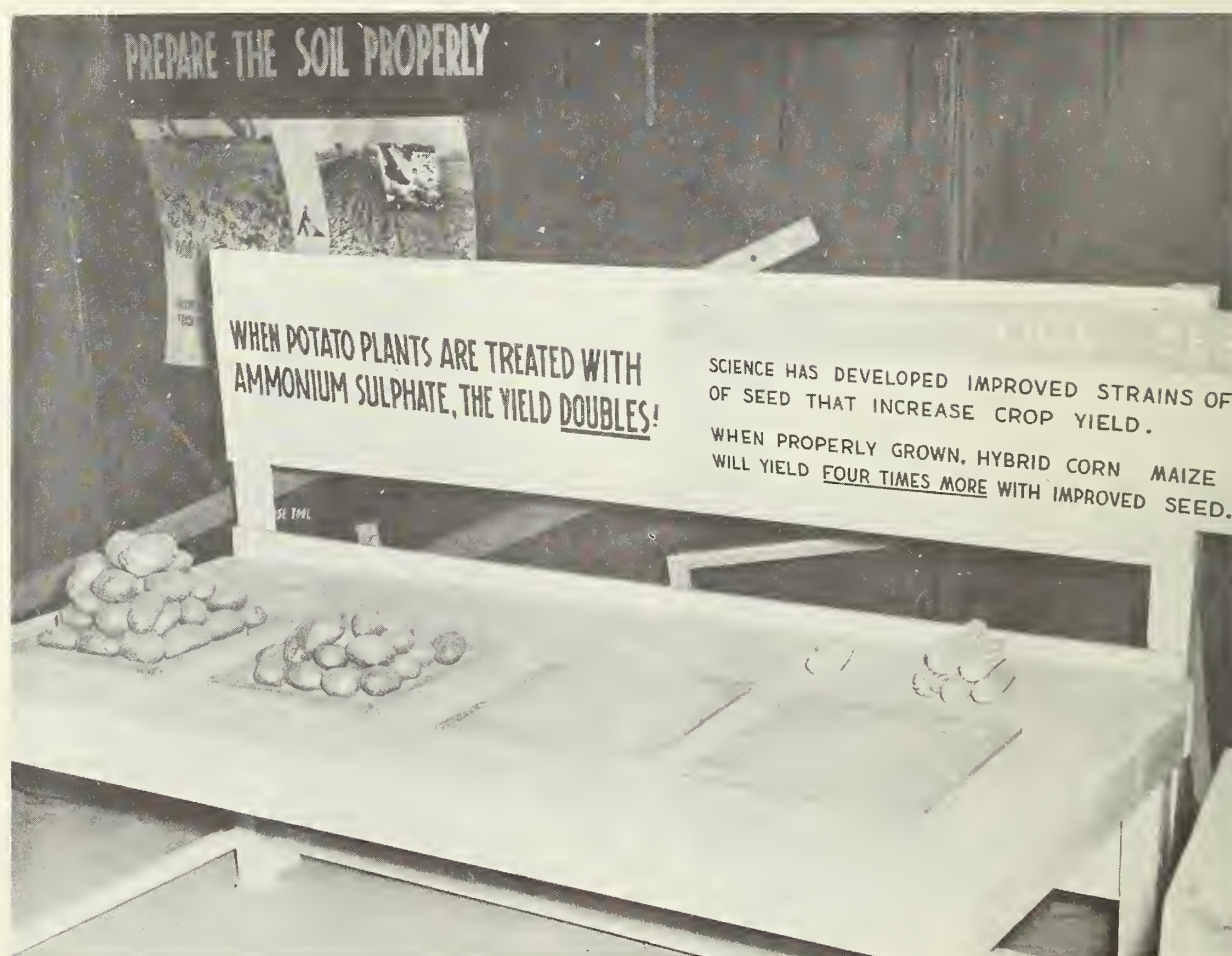


Fig. 11. USE RESULTS. Exhibit shows larger yields from using good seed and fertilizer on potatoes and corn. Pakistan.



Fig. 12. USE RESULTS. Result demonstration teaches other people besides the demonstrator. All the neighbors have watched this family build an improved sink and drain and now rejoice that it is completed.

Philippines.

Extension result demonstrations have stimulated people to . . .

- have a year-round vegetable garden for better food at less cost.
- improve poultry flocks.
- fertilize according to soil needs.
- use improved seed as recommended locally.
- build family fish pond.
- spray and prune trees.
- transplant rice.
- improve farming equipment (plow, rice thresher).
- improve homemaking equipment (smokeless stove, sink, laundry equipment).
- rid local community of hookworm or diseases caused by insects.

improve the house or parts of it (roof, single room, floors).

A result demonstration may deal with a single practice, such as the use of commercial fertilizer in growing potatoes, or it may be concerned with a series of practices involved in the management of a poultry flock or an orchard.

Result demonstrations may include the entire farm as a business unit. The more complex the demonstration, the more difficult it is to evaluate the results attributed to each of the practices involved.



Figs. 13a and 13b. People learn how to improve their homes through result demonstrations.
(a) Native home before new roof and a lean-to were added. (b) The same home after improvements.

Colombia.



Fig. 14. This young mother soon learned that a play pen saves her time and keeps her baby safe. She even found time to make curtains.

Israel.

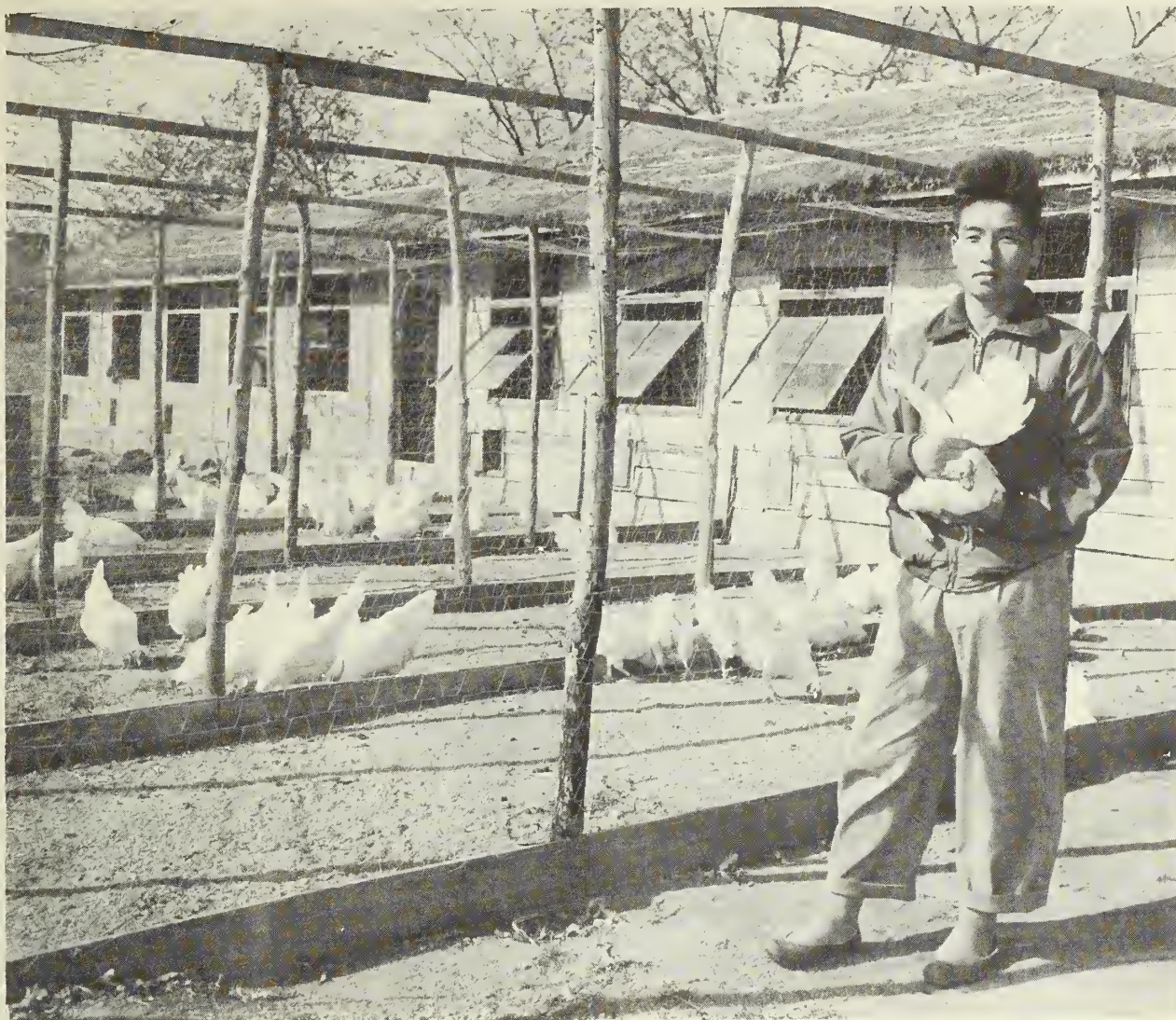


Fig. 15. Most result demonstrations show only one single practice. But you can also demonstrate a series of recommended practices as in managing a poultry flock. This man's white leghorn hen laid 340 eggs in one year.

Korea.



Seeing is believing. This result demonstration proves the advantage of planting corn in rows instead of broadcasting it. For the third successive year, the row-drilled plot yielded more than twice as much corn as the other. Yields were 74 bushels compared with 33 bushels.

Ethiopia.

for a Successful Demonstration . . .

Know clearly what you want to prove.

Summarize records.

Plan with local demonstrator.

Get people to see demonstration.

Supervise demonstration: see that plan is carried out.

Show proof of the value of new methods so results will stir people to action.

Help demonstrator keep accurate records.

Use results to teach others.

